

Compliance

Progress. Diversity. Inclusion.

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VOL. 1 • ISSUE 5

CITY OF MEMPHIS-OFFICE OF CONTRACT COMPLIANCE NEWSLETTER

AUGUST 2010

Message from the Mayor



City of Memphis
Mayor A C Wharton, Jr.

This month the Tennessee Minority Supplier Development Council (TMSDC) has given me the honor of being the speaker at its Marketplace of Opportunities Conference Wednesday, August 25, 2010 at the Nashville Convention Center.

TMSDC is a privately funded, not-for-profit organization dedicated to connecting minority owned businesses that offer quality goods and services to major corporations in need of those goods or services. Since its founding in 1980, TMSDC has generated over \$12 billion in contracts awarded to minority businesses. TMSDC accomplished this by helping corporations implement supplier diversity programs that benefit the corporation's business needs while creating a stronger economic fabric for Tennessee by equipping minority businesses with new opportunities and partnerships.

The goals of the City of Memphis to empower locally owned small, minority, and women owned businesses through facilitation of business relations and education will be accomplished through our strategic partnerships with organizations like the Uniform Certification Agency (UCA) and TMSDC. My administration hopes to expand opportunities for these businesses not only in Memphis but beyond our city, county, state, and even country borders. As a result of our continued efforts coupled with those of TMSDC and UCA, we envision our locally owned small, minority, and women owned businesses conducting business and building partnerships on a national, even global scale.

Warm regards,

A C Wharton, Jr.
A C Wharton, Jr.
Mayor

City of Memphis OFFICE OF CONTRACT COMPLIANCE

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Featured Certified M/WBE

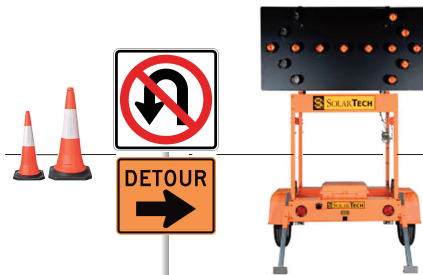


Rebecca Wood

Superior Traffic Control a Multi-Regional Corporation

"I feel it is critical in today's economic times to set your company apart from the others by providing expertise and service beyond that of your competition."

-Rebecca Wood, President/CEO



Rebecca Wood is the president of Superior Traffic Control-Memphis, Inc. (STC). As a locally owned and operated woman owned business, STC is the largest traffic control company in the state of Tennessee with regional offices serving the needs of Chattanooga, Memphis, and Nashville metropolitan areas.

STC began as a small family owned business based in Memphis, Tennessee in 1998. Today, STC has emerged as a leader in the industry and has developed

into a Multi-regional corporation with services that also cover Northern Georgia, Northern Alabama, Northern Mississippi, and Eastern Arkansas.

In addition to providing service to the construction industry, STC also supplies the traffic control needs of special events. "Each regional branch is stocked with barricades, detour signs, message centers and much more ready re-route traffic or designate parking for your city festival, church picnic, golf tournament, charity fundraiser, or marathon."

For additional information please contact:

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Compliance NEWS

Diversity Developer Incubator 2010 –Winning Team

On June 30, 2010, the Diversity Developer Incubator graduated its third class. The winning team is Taylor Waller, PLLC; and the owners are Tommie Taylor and Gay Taylor. This team will build the Green Creek subdivision in the Whitehaven community on Elvis Presley Blvd.



Images are the renderings from the Diversity Developer Incubator's 2010 winning team Taylor Waller, PLLC.



Coming Soon! Green Creek Subdivision

The Taylor Waller team plan includes building 17 energy efficient homes with solar panel for direct power generation.

Property Features:

- Structural Insulated Panels (SIP)
- Insulation is already into the panels
- Reduced heating & cooling costs
- Reduced construction time
- Factory precision since they are prefabricated

The City of Memphis and the Office of Contract Compliance would like to once again congratulate the Taylor Waller team with their new endeavor. We're looking forward to working closely with this talented team and assisting them with this remarkable project.

Affordable Health Care Plan: THE MEMPHIS PLAN

The Memphis Plan is a health care ministry of the Church Health Center. This employer-sponsored program provides primary care, specialty care and hospitalization services for uninsured lower-wage workers; part-time workers and self-employed individuals utilizing a network of volunteer physicians, hospitals, labs and diagnostic centers.

In brief, the Memphis Plan is not health insurance. It is a health plan based on a network of volunteer physicians, laboratories, and hospitals. You and any covered dependents will be provided primary health care and limited hospital benefits during each month that fees are paid.

For additional details about the Memphis Plan please contact:

The Memphis Plan • 321 S. Bellevue • Memphis, TN 38104
Office: 901.272.7526 • Fax: 901.278.6622

NATIONAL NEWS

2010 National Minority Enterprise Development Week Conference

The National Minority Enterprise Development (MED) Week is a major federal conference dedicated to empowering minority business owners with knowledge and tool necessary for success. This year's MED Week will concentrate on "Strategies for Growth and Competitiveness in the Global Economy." The event will be held at the Omni Shoreham Hotel, Washington, DC beginning Monday, August 23, 2010 to Friday, August 27, 2010.

For additional information please visit:
www.medweek.gov

U.S. Hispanic Chamber of Commerce 31st Annual National Convention & Business Expo

The United States Hispanic Chamber of Commerce (USHCC) will host the largest gathering of Hispanic business leaders at the 31st Annual National Convention & Business Expo September 22-25, 2010 in Dallas, TX . The USHCC will include a range of workshops, chamber training, and business sessions focused on building business relationships and creating procurement opportunities for participants from all industries.

For additional information please visit:
www.ushcc.com/convention/index.html

ARRA Bonding Assistance Reimbursable Fee Program for Disadvantage Business Enterprises (DBE)

The U.S. Department of Transportation-Office of Small and Disadvantage Business serves as the administrative arm to a new program that allows small and disadvantaged businesses to apply for to reimbursement for bonding premiums and fees incurred when competing for, or performing on, transportation infrastructure projects funded by ARRA. The program is especially helpful for businesses with traditionally less working capital than larger contractors.

For more information please visit:
www.dot.gov/recovery/ost/osdbu

2010 Black Enterprise/Pepsi Golf & Tennis Challenge

The Annual Black Enterprise/Pepsi Golf & Tennis Challenge will be held September 2, 2010 to September 6, 2010. "BLACK ENTERPRISE is the premier business, investing, and wealth-building resource for African Americans. Since 1970, BLACK ENTERPRISE has provided essential business information and advice to professionals, corporate executives, entrepreneurs, and decision makers." This event will take place at the luxurious La Costa Resort and Spa in Carlsbad, California.

For additional information please visit:
www.blackenterprise.com

TRENDSETTER

Zycron, Inc.

Exclusive: Tangela Tucker, Government Solutions Manager for Zycron, Inc.
by Joyce Douglas, Contract Compliance Analyst



Darrell S. Freeman

Darrell S. Freeman is the President/CEO of Zycron, Inc., an international information technology services and solutions firm headquartered in Nashville, Tennessee. Mr. Freeman received his M.S. and B.S. from Middle Tennessee State University.

Zycron has been featured in numerous news and business publications. For example, in 1993 Zycron was featured in the Nashville Business Journal as a testimonial to the Nashville Business Incubation Center located on the Tennessee State

University campus. Within a year of being in the incubator, Zycron sales doubled and they began their expansion plans, such as opening offices in Memphis and Chattanooga, and as they say, "the rest is history."

Under Mr. Freeman's direction, Zycron successfully grew from a small company into a highly accomplished and dependable firm serving Fortune 500 clients and the largest healthcare, government, and utility agencies in the United States. His compelling wisdom about industry trends and timing has allowed Zycron to continuously expand. In an effort to gain additional information about a business OCC believes it is often insightful to speak with those that work with the Trendsetter.



Tangela Tucker

Joyce: *Mrs. Tucker, thank you for taking the time to speak with Compliance Newsletter online. Tell us about Zycron, Inc.*

Mrs. Tucker: Zycron is an international information technology services and solutions firm. Since 1991, Zycron has offered IT solutions to a broad client base, and today is the primary provider for numerous Fortune 500 companies. We provide qualified, cost-effective IT solutions in the form of individual resources, full project teams and project management

services to many of the nation's largest corporations. Our team, which consists of experienced local executives and international partners, provides client-specific solutions across all industries, with extensive experience in health care, energy and utilities, and state and local government.

Joyce: *Who are some of Zycron's clients?*

Mrs. Tucker: The City of Memphis (Project Management Office), Fed Ex, MLGW, Tennessee Valley Authority (TVA), Nashville Electric Service (NES), Metropolitan Government of Nashville & Davidson County, Deloitte, and Hospital Corporations of America (HCA), just to name a few.

Joyce: *As the Government Solutions Manager for Zycron, what are your responsibilities?*

Mrs. Tucker: I ensure that all commitments and deliverables required under the Zycron Project Management Contract are provided to the City. Some of my job duties include Account Management, customer support, identifying new business opportunities, building and communicating account strategies, monitoring contract compliance, and negotiating contract changes. I work closely with Zycron's Project Management Office Director Larry Wilson to ensure that we are delivering our services in accordance with the requirements of the Information Services Division for the City of Memphis.

Joyce: *Awesome, what's the key to Zycron's success?*

Mrs. Tucker: Chairman Darrell Freeman learned that the key to any successful business endeavor is to surround yourself with the right people. For the last three years, he intently focused on assembling the best team in the information technology services industry. Selecting the best possible talent is a multifaceted task. It requires diligence, strategy and excellence throughout the entire organization from the executives in the boardroom to the technical consultants in the field. Building a strong, cohesive internal unit significantly enhances the services and competencies we offer our clients.

Since inception, Zycron made a commitment to excellence; excellent customer service, excellent quality of services, and excellent relationship building. This commitment to excellence (along with persistence) allowed Zycron

to build a first-class client roster, which established its credibility in the IT industry.

Joyce: *What advice would you offer to individuals looking to go into the IT field?*

Mrs. Tucker: The field of Information Technology is very competitive but categorically one that continues to thrive even in today's global economic downturn. Where there are organizations, there is IT! To that end, there are several different facets of Information Technology such as Project Management, Computer Programming, Web Development and Technical Writing just to name a few.

My suggestion would be to first research the various offerings of IT in order to discern where he/she may be able to apply his/her particular skill sets and talents. Secondly, enroll in college courses specifically designed for the particular area(s) of interest. It is also good to seek internship opportunities while in school. An internship is a great way to make an individual more marketable while being a very key addition to a resume.

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TRENDSETTER CONTINUED

It will also help in the honing of his/her skill(s) while simultaneously gaining real world experience. Most organizations and corporations seek individuals who are already somewhat skilled at his/her craft and an internship can unquestionably increase the chances of finding gainful employment.

Joyce: Mrs. Tucker, again thank you for taking the time to speak with the Compliance Newsletter online and the Memphis Business Community. We wish Zycron, Inc. continued success.

For additional information please visit:
www.zycron.com

MISSION

Minority and Women Business Enterprise Program

The Office of Contract Compliance serves as the support agency and administrative arm to the Minority and Women Business Enterprise (M/WBE) Participation Program. The mission of the Office of Contract Compliance is to ensure that the legislative intent of City Ordinance #4388, which created the M/WBE Program, is carried out in all procurement activities and opportunities. Areas of administrative authority and/or enforcement include the three major areas of City procurement activity: goods and non-professional services, construction and professional services.

Current M/WBE Goals

Construction 25%

Professional Services 24%

Goods & Non-Professional Services 37%

EVENTS

SUN MON TUE WED THURS FRI SAT
Save The Date

Business Development Speaker Series

"Think and Grow Rich in Business"

Monday, August 30, 2010 @ 6:00pm – 7:30pm

Benjamin Hooks Central Library

3030 Poplar Ave.

Limited Seating:

Please call and reserve your seat today @ 901.636.6210



PUBLISHER'S CORNER



Carlee M. McCullough, Esq.

HOW TO START A BUSINESS Part 4. "Show Me the Money"

Business finance is the core of running or maintaining a business. Whether the business is a startup or a going concern, the business will need an infusion of capital at some point in time. Depending on the type of business and the amount needed, you may need to acquire money through a variety of ways. For example, you may decide to pull from your personal resources, borrow from friends and family, pursue bank financing, solicit angel investors and/or take your business public. Therefore, it is imperative that you have a great lawyer and accountant on your team to protect your interests.

Personal Resources

Many investors want to make sure that you are vested in your own business concept. In other words, they want to know "How much skin do you have in the game?" If you are not willing to risk your personal resources, no one else should put theirs at stake. In order to utilize personal funds, an individual may have a number of options which include savings, credit cards, 401K plans, and home equity lines of credit.

Family & Friends

While borrowing money from family and friends may appear to be an easy and informal task, the result can be disastrous with far reaching effects on the relationship. Certainly, the agreement should be in writing so that both parties' expectations are fully understood.

Bank Financing

Most bank financing is guaranteed by assets pledged to secure the payment. This means that if you do not pay, the bank has some other alternative to ensure the debt is repaid. In addition, there is the Small Business Administration (SBA) that does not lend money directly, however, they will guarantee the debt if it falls into certain categories.

Angel Investors

Angel Investors are also known as Venture Capital investors. Venture Capitalists (VCs) are individuals or firms that specialize in providing capital for new or existing businesses. Companies that project high growth potential are prime targets for venture capital funds. Typically VCs seek equity or ownership in the company and may potentially seek some control. Technology companies have traditionally been big recipients of VC money. In order to find VCs, ask around starting with the Chamber of Commerce, Small Business Development Centers, accountants or lawyers in the area.

Initial Public Offering (IPO)

The grand daddy of the funding options is the IPO which is the sale of equity in your company through an investment banking firm. An IPO starts to be a more attractive option when the amount you are seeking is \$5,000,000 or more. The shares are subsequently traded in the stock market such as the NASDAQ or OTC. This is the most complicated and most intricate of the funding options. You will need a great lawyer, accountant, and investment banking firm to keep you in the confines of the law and handle the necessary paperwork to guide you through the process.

Indeed other ways exist to generate capital for your business, but these are the most popular and most frequently used. As you proceed to seek capital for your business, equip yourself with the knowledge to enter into a good deal and a professional team to protect you along the way.

Join us next month for "Effective Marketing."

Carlee M. McCullough
Carlee M. McCullough, Esq.
Contract Compliance Officer

